

## **Pennsylvania Legal Aid Network, Inc. Logo Design Services Request for Proposal**

### **Request for Proposals: PLAN, Inc. 50th Anniversary & Excellence Awards Logos**

#### **I. About PLAN, Inc.**

Pennsylvania Legal Aid Network, Inc. is the corporate entity that provides funding, leadership, and support to fifteen legal aid programs that comprise the Pennsylvania Legal Aid Network. Our nine regional programs provide free legal services in every county of the state and our six specialty programs address specific legal issues like housing, health, utilities, workers' rights, and the rights of institutionalized individuals. PLAN, Inc. has provided civil legal aid to Pennsylvanians since 1973.

#### **II. Project Overview**

The Pennsylvania Legal Aid Network, Inc. is seeking a creative freelance graphic designer, design firm, or agency to design our organization's 50th anniversary logo. In keeping with our current brand and style, we are seeking to create a new logo that emphasizes our organization's 50th anniversary. We will incorporate this logo into print materials as appropriate, as well as in media like email signatures, social media accounts, Zoom backgrounds, and our website.

We will celebrate the kickoff of our 50th anniversary at an annual event held in March. In addition to creating a 50th anniversary logo for our organization, we are also seeking to create a logo for this event, known as the Excellence Awards, that embodies our event slogan: Collaborative Communities. Equitable Justice. Strong Futures. These logos will also be incorporated into all our event branding, including electronic and print materials, our social media accounts, and on our website and other event-related websites.

**Proposals are to be submitted by Monday, December 5th, 2022 – 5 PM (EST).**

#### **III. Scope of Work**

You will create a logo in keeping with the current PLAN, Inc. brand that emphasizes our organization's 50th anniversary. The logo can be created as either an anniversary "lock-up" logo or a self-standing logo, at the designer's discretion.

You will also create a logo for the Excellence Awards. The Excellence Awards logo will have two versions: one that is created specifically for use for our 50th anniversary and includes the specialty created 50th anniversary logo, as well as a version of the logo that can be used in future years that includes our regular PLAN, Inc. logo.

## **Pennsylvania Legal Aid Network, Inc. Logo Design Services Request for Proposal**

You will provide the following deliverables:

- At least two logo design options for both our organizational logo and event logo, with the logo to be reviewed by us with two rounds of refinement of the original selection.
- Final selection to be created in full color, single-color and black & white.
- Provide high resolution (600 dpi min) EPS file format layered images of the final approved logo.
- A version of the logo that can be included on our website, in our email signatures, and on Zoom backgrounds, profile pictures, and banner graphics on our social media accounts (Facebook, Instagram, LinkedIn, and Twitter).
- PLAN, Inc. will retain copyrights of the logo created by the designer and/or firm.

PLAN, Inc. will supply the vendor with our current logo matrix and any available file formats.

**Deliverables for our organization’s 50th anniversary logo must be completed by Friday, December 30, 2022. Deliverables for the Excellence Awards logo (both versions) must be completed by Friday, January 13, 2023.**

### **IV. Proposal Requirements**

A response to this RFP should contain all the following information:

1. Company profile
2. Name of contact person assigned to this project.
3. Examples of relevant project work and design style.
4. Proposed schedule of deliverables.
5. Two client references.

### **V. Evaluation Criteria**

Proposals will be evaluated based on the following criteria:

- Demonstrated Capability and Experience (50 percent);
- Costs, including reasonableness of the price, both in total and in view of the expected or assumed level of effort (25 percent);
- References (20 percent);
- Other Considerations, including whether vendor is a local business and/or minority- and women-owned business (5 percent).

***Proposals should be submitted as a PDF via email, along with any supporting documentation, to Brianna Bosak at [bbosak@palegalaid.net](mailto:bbosak@palegalaid.net). Your message should include a subject line with “RFP - (Name)” for quick reference.***